

AMENDMENTS TO CLAIMS

Claims 1 - 69 (cancelled)

Claim 70 (currently amended): A broadcast system comprising:

a headend for broadcasting program material with commercials; and
a multiplicity of receiver-decoders at user locations, each receiving
said program material being broadcast and including a commercial unit for dealing
with said commercials based at least partially on past viewing thereof,

wherein each said receiver-decoder deals with said commercials by
determining conditions pursuant to which they are viewed by a user.

Claim 71 (currently amended): A receiver-decoder for use with a broadcast
system having a headend for broadcasting program material with commercials and
a multiplicity of receiver-decoders at user locations, said receiver-decoder
comprising:

a receiver for receiving said program material being broadcast; and
a commercial unit for dealing with said commercials based at least
partially on past viewing thereof,

wherein said receiver-decoder deals with said commercials by
determining conditions pursuant to which they are viewed by a user.

Claim 72 (previously presented): A receiver-decoder according to claim 71 and
wherein said receiver-decoder deals with said commercials based at least partially
on a history of viewing of said commercials via said receiver-decoder.

Claim 73 (previously presented): A receiver-decoder according to claim 71 and
wherein said receiver-decoder deals with said commercials based at least partially
on a history of viewing of said commercials by multiple users.

Claim 74 (cancelled)

Claim 75 (previously presented): A receiver-decoder according to claim 71 and wherein said receiver decoder deals with said commercials by determining conditions pursuant to which viewing of said commercials is obviated by user action.

Claim 76 (currently amended): A receiver-decoder according to claim 71 and wherein said receiver decoder deals with said commercials by determining [[the]] conditions pursuant to which their viewing may be obviated independently of user action.

Claims 77 - 106 (cancelled)

Claim 107 (new): A broadcast system according to claim 70 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 108 (new): A broadcast system according to claim 70 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by presenting a shortened version of said one commercial in response to a user request to view said program material in a fast-forward or fast-backward mode.

Claim 109 (new): A receiver-decoder according to claim 71 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 110 (new): A receiver-decoder according to claim 71 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by presenting a shortened version of said one commercial in response to a user request to view said program material in a fast-forward or fast-backward mode.

Claim 111 (new): A broadcast method comprising:

 broadcasting program material with commercials; and
 receiving, at a multiplicity of user locations, said program material
being broadcast and dealing with said commercials based at least partially on past
viewing thereof,

 wherein said dealing with said commercials comprises determining
conditions pursuant to which they are viewed by a user.

Claim 112 (new): A method for use with a broadcast system having a headend
for broadcasting program material with commercials and a multiplicity of user
locations, said method comprising:

 receiving said program material being broadcast; and
 dealing with said commercials based at least partially on past
viewing thereof,

 wherein said dealing with said commercials comprises determining
conditions pursuant to which they are viewed by a user.

Claim 113 (new): A method according to claim 112 and wherein said dealing
with said commercials comprises dealing with said commercials based at least
partially on a history of viewing of said commercials at said user location.

Claim 114 (new): A method according to claim 112 and wherein said dealing
with said commercials comprises dealing with said commercials based at least
partially on a history of viewing of said commercials by multiple users.

Claim 115 (new): A method according to claim 112 and wherein said dealing
with said commercials comprises dealing with said commercials by determining
conditions pursuant to which viewing of said commercials is obviated by user
action.

Claim 116 (new): A method according to claim 112 and wherein said dealing
with said commercials comprises determining conditions pursuant to which their

viewing may be obviated independently of user action.

Claim 117 (new): A broadcast method according to claim 111 and wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by preventing the user from skipping said one commercial.

Claim 118 (new): A broadcast method according to claim 111 and wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by presenting a shortened version of said one commercial in response to a user request to view said program material in a fast-forward or fast-backward mode.

Claim 119 (new): A broadcast method according to claim 112 and wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by preventing the user from skipping said one commercial.

Claim 120 (new): A broadcast method according to claim 112 and wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by presenting a shortened version of said one commercial in response to a user request to view said program material in a fast-forward or fast-backward mode.

Claim 121 (new): A broadcast system comprising:

- means for broadcasting program material with commercials; and
- means for receiving, at a multiplicity of user locations, said program material being broadcast and for dealing with said commercials based at least partially on past viewing thereof,

- wherein said dealing with said commercials comprises determining conditions pursuant to which they are viewed by a user.

Claim 122 (new): A receiver-decoder for use with a broadcast system having a headend for broadcasting program material with commercials and a multiplicity of user locations, said receiver-decoder comprising:

means for receiving said program material being broadcast; and

means for dealing with said commercials based at least partially on past viewing thereof,

wherein said dealing with said commercials comprises determining conditions pursuant to which they are viewed by a user.

Claim 123 (new): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises dealing with said commercials based at least partially on a history of viewing of said commercials at said user location.

Claim 124 (new): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises dealing with said commercials based at least partially on a history of viewing of said commercials by multiple users.

Claim 125 (new): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises dealing with said commercials by determining conditions pursuant to which viewing of said commercials is obviated by user action.

Claim 126 (new): A receiver-decoder according to claim 122 and wherein said dealing with said commercials comprises determining conditions pursuant to which their viewing may be obviated independently of user action.

Claim 127 (new): A broadcast system according to claim 121 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 128 (new): A broadcast system according to claim 121 and wherein, for at least one of said commercials, said receiver-decoder deals with said one

commercial by presenting a shortened version of said one commercial in response to a user request to view said program material in a fast-forward or fast-backward mode.

Claim 129 (new): A receiver-decoder according to claim 122 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by preventing the user from skipping said one commercial.

Claim 130 (new): A receiver-decoder according to claim 122 and wherein, for at least one of said commercials, said receiver-decoder deals with said one commercial by presenting a shortened version of said one commercial in response to a user request to view said program material in a fast-forward or fast-backward mode.

Claim 131 (new): A method for use with a broadcast system having a headend for broadcasting program material with commercials and a multiplicity of user locations, said method comprising:

- receiving said program material being broadcast; and
- dealing with said commercials,

- wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by preventing a user from skipping said one commercial.

Claim 132 (new): A method for use with a broadcast system having a headend for broadcasting program material with commercials and a multiplicity of user locations, said method comprising:

- receiving said program material being broadcast; and
- dealing with said commercials,

- wherein, for at least one of said commercials, said dealing with said commercials comprises dealing with said one commercial by presenting an alternative commercial in response to a user request to view said one commercial in a fast-forward or fast-backward mode.

Claims 133 (new): The method according to claim 132 and wherein said alternative commercial comprises a shortened version of said one commercial.